

Shop Early for Christmas



PUTTING OFF Christmas shopping until tomorrow when it might better be done today, is the most unpatriotic thing any American can do.

The Government wants Christmas shopping to proceed in an orderly manner—it cannot countenance the eleventh hour mob scene of the past.

If you delay your Christmas shopping it will require extra help to serve you, and Uncle Sam can't spare his men and women to wait upon the shopper who could have shopped earlier.

Neither can he spare the coal required to produce the current for night work—in short—the Government has requested every retail merchant to confine his Christmas selling to regular hours and handle it without extra help.

You'll help your Government of course—You can't conscientiously afford to delay shopping when you realize how necessary it is to shop at once.

Christmas Shopping Begins Today—It'll Allow the War Program to Proceed Smoothly and Without a Hitch

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